

Diary of a Vagabond

BY DOROTHY BARKER

Across the border, in the deep south, he might be considered an integration pioneer. Here in Canada he had found his niche as a grum-and-grown hawm of a travelling team. One particular morning in late July, when the thermometer seemed eternally stuck at 80 degrees Fahrenheit, he took his hair stood up for millions of tiny emulated steel rods as he heaved and pushed, shoved and heaved his latest love, a new electric refrigerator.

"It's no use, boy, just won't go," he finally confessed, wiping the sweat from his brow.

When I was in Vancouver this past summer, on one of the several delightful jaunts I made across Canada by train, I visited a friend who had just purchased a new refrigerator. This was enervated by its automatic defrosting equipment and its separate freezing compartment. I put up absolutely no resistance to my mental argument that this cooler was just the thing for a dedicated vagabond. I reasoned that I could reasonably leave any such home-blending for weeks without a worry in the world that the internal mechanism would go phooey, because there was no one around to check the baby.

So what did I do? I bought the same model from an appliance agency, right across. Like most women, I failed to take into consideration that the monster might not fit into my little peddlar's kitchen, or for that matter, even go through the kitchen door, where every inch had been gained for more counter space.

There we were, I on the kitchen side of the door trying to direct the operation, the coloured giant man stuck between the door-jamb and the refrigerator, and on the other side, a life-struggling peddlar in Hungarian, the boss man. I wondered when he looked at me, and in his broken accent, asked if I wanted the space where I expected the refrigerator to fit. "Yes," I replied in a weak little voice but I confessed I hadn't even thought of the doorway being too narrow.

These deliverymen don't fool. The Hungarian picked up the strange used for lifting any such great weight and heaved the door behind him as he left the house. Not so the young coloured lad. He obviously felt sorry that the only house the refrigerator could fit was the middle of the dining room floor and started pulling off the sticky tape that held the doors

shut while the machine was in transit. I was a little bit to call the company, they'd send a man to get it. Then you can get this box broken down," he said as he worked away at installing the detritus and unspooling the patient incoercible equipment.

It was a good thing I was used to myself and my reactions to such situations. I never even blinched at the prospect of removing a patient to correct the folly. But my family lives in holy terror that there'll come a day when mother won't be able to figure her way out of a dilemma and start probably be stuck with a horse or cow residing in the living room.

Fortunately, on my list of necessities I have a sympathetic Norwegian carpenter who has the patience and imagination to deliver me out of these tight spots in which I've often laid myself.

Two weeks later and with \$500 in the bank, I saw the refrigerator installed in the kitchen. But the process was a protracted evolution from a tiny apartment-type kitchen to a wonderful country one with copper pot life hanging over the stove, a cookie jar in bold evidence where my grandchildren and neighbouring youngsters can reach and a stool to perch on, where I can peel, for jelly and apple butter, the apples as they fall from the trees in our garden. None of this had been possible in the little two-by-four kitchenette.

There probably is a moral to this story, but I don't know exactly what it is. I have found that most distressing situations often turn out to good advantage. I never uncover some new type of human kindness and sympathy, and I learn a lesson in tolerance, or I learn a lesson in tolerance, or I learn a lesson in tolerance, or I learn a lesson in tolerance.

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Aerial view of the University of Saskatchewan taken in February, 1959

The U. of S. today and the Saskatchewan village

By DR. G. W. SIMPSON

Professor Kenneth of History, University of Saskatchewan

Our University owns a little more than four sections of land, the size of a good wheat farm. The University campus itself covers about the same area as a typical Saskatchewan village. Along the campus main street, main streets and back streets are the

HARRY LOW GROWS STRANGE GIANT POTATO
Inverness, Alta.—Mr. Harry Low, long-time member of this district, is harvesting quite a crop of potatoes in his garden this year.

Harry in the summer he pulled a rubber stalk measuring three feet long with a leaf that could well have been used as an umbrella. Recently Mr. Low dug up a giant sized potato almost as exact replica of a baby elephant in a sitting position.

Both plants were extremely large and healthy.—The Province.

HIGH VALUE
"Value" of farm products sold through co-operative in 1958 in Canada amounted to just under \$200,000,000.

CORN SILAGE
Some U.S. farm experts say that corn is 25 percent more nutritious when turned into silage than when fed to animals as grain and fodder.

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at the time of death. In between birth and death nearly everyone has occasion to depend on the doctor's advice and help. The public health of the community as a whole is a matter of primary concern for the doctor. With changing medical concepts, remedies and techniques, no professional practitioner is more dependent on the skill of specialists and the results of research. Every doctor has had a university training and during that period was subjected to the most rigorous scientific discipline. It is perhaps not surprising that the largest building on the university campus is the combined Medical College and the University Hospital. These are the supporting institutions which are transforming medical practices reaching eventually into every town, village and rural area of the Province.

The closest professional ally of the doctor is the pharmacist. The drug store is one of the most popular centres in any village partly because of the variety of small consumable goods which everyone

however, which is the really important thing whether the building is a school, church, garage, or a railway station or bakery. Take the bakery for example. Marked mounds and mounds on bread in Saskatchewan as elsewhere. The bread depends on the special balance of what wheat and yeast are mixed in the right blending precise moisture content and exact temperature. Only after thousands of experiments carried out at the University in the cereal laboratory, the plant breeding green house and in the kitchen of the College of Home Economics was the making of satisfactory loaves attained in the Saskatchewan bakery.

But one can live, and does not live to eat, however satisfying the lawyer may be. In the business of living all sorts of economic and social relationships are created. To keep these relationships tidy and in decent working order is no easy task, even in a village. Some times the connections become so complicated that expert advice or legal action is necessary. Fortunately, that is not the business of the lawyer or barrister has his office with its imposing display of legal tomes, statutes and numerous alibi files. The lawyer is a friendly, competent, somewhat cynical fellow who got his basic training in the College of Law at the University where he developed these characteristics during his period of training from three to five years. It was a tough course essential to a tough profession.

For many in the village the school is the most important institution. The school house probably cost more than any other building. Every child in the village is compelled to go to school and all parents have a direct interest in what goes on there. The school is organized and conducted by a whole chain of interdependent officials, most of whom have had a period of training in the University—the Minister and Deputy Minister of Education, the Director of Curriculum, the Superintendent and the school Principal. Some of the teachers may have university degrees while others may be taking correspondence courses or classes in the Summer School to improve their teaching certificates. Part of the school course itself is arranged for the training of pupils who will eventually go to the university. Many of the social events of the village are held in the school, where all citizens freely mingle professional and non-professional alike. Among the former, the preacher and the teacher.

The village doctor has always held a significant place in the life of the community. He is called in to assist at the birth of every infant and he is invariably present

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and in the Dairy Department, for a number of years, research has been going on in a field equally lucid—the study of his mind. So even in his most business operation which attract enormous numbers of children and the fastidious village beauties, the drugstore may have his connections with the university.

It may be that the doctor and the pharmacist have the most intimate of any professional man. If so, they are probably on intimate terms with the local banker. The latter may advise him on insurance, mortgages, and mortgages. In short, the banker is the guide in that intricate, mysterious world of finance which is becoming increasingly complicated that the ordinary citizen is quite lost without expert help. At the bank of it all are certain fundamental are certain techniques in business operations. Finally, there are certain political, psychological and social factors which have to be grasped before the economic framework, within which society operates, can be understood. The University has developed departments such as the Department of Economics and Political Science and a whole college, the College of Commerce, for teaching and research in this field. Only in this way can men be trained to manage our economic life and people instructed in the knowledge of the contemporary economic framework which has developed so swiftly, and which so completely surrounds us. If the village banker is to advise wisely, he must know the fundamentals, as well as the local conditions under his direct observation.

One might thus continue down the main street of the village showing how the various activities reflect in some way, an activity at the University until one came to a Licensed Preacher, popularly called a Poor Preacher. Here at last one might think to find refuge from further learning. Alas, his divine purpose was even in the farm, for it is a fact that for years the Field Husbandry Department has been carrying on experiments in the breeding of a better small breed. It is only a hope that the best of barley has gone into the making of beer and the rest has been fed to pigs.

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Convocation, University of Saskatchewan



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ASTIDE THE MOTOR SCOOTER, that has carried them more than 15,000 miles. Colin Thompson, and his wife Mary arrive alongside the Ontario line. They are in Montreal harbor ready to sail for Japan. This summer, the youngsters could drive across Japan, took ship for the Far East and from there southward to Mexico via Vancouver. Thompson is head of the chemistry department at Kingston Technical College, Hong Kong.

To Meet the People's Needs

By R. P. SCHARE Editor, "Co-operative Consumer"

Saskatchewan has called "The Banner Province of Co-operation". This title has been bestowed for the people of Saskatchewan have shown an unusual ability to join together in mutual help action when the need for such became apparent. The co-ops, so many and so varied are the co-operative activities within the province, and so many people hold membership in co-operatives, that Co-operation must be defined as the Saskatchewan Way of Life.

People unite in co-operatives to meet a recognized need. That need may be in any form. Already the people of Saskatchewan have developed co-operatives which can give to their members needed service from the cradle to the grave. And the end is not yet, for with new and changing conditions will come the need of other types of co-operatives as well as modifications in the services and structure of present ones. Co-operatives are a way of life and co-operative activities must be expanded and structured to meet the demands and the needs of the times. The history of co-operatives in Saskatchewan has been a history of

The Canadian Co-operative Credit Society

by RAINY JOHNSON, President

The Canadian Co-operative Credit Society Ltd., the largest co-operative being under the authority of an Act respecting co-operative credit societies enacted by the Parliament of Canada in May 1953, and the first of its kind in the world, is the first of the Canadian Co-operative Credit Society Ltd. on the same date.

This organization is the third step in the development of co-operative financing in Canada. First we have the Credit Unions and local co-operatives serving the people at that level. Secondly we have the central provincial financial co-operatives which gather the surplus funds from local co-operatives and make them available to other Co-operatives to a central point at the provincial level, and so on. These funds in the member organizations are then made available to the third step.

By the third step, The Canadian Co-operative Credit Society, was designed to act as a store house for the surplus funds of the provincial centrals and various other co-operatives, and make them available to these organizations according to their needs. Funds available to these organizations under the act governing the operations of the Canadian Co-operative Credit Society is administered by the Department of Finance of Ottawa, who inspect the books and records of the organization from time to time. An independent auditor is also employed for that purpose.

Membership in the Society is confined to the central financial organizations in the various provinces and not more than ten commercial co-operative organizations doing business in more than one province. The present membership of the C.C.C.S. is the Central Credit Union, Saskatchewan Co-operative Credit Society Ltd., The Credit Society of Manitoba, The Ontario Co-operative Credit Society Ltd., The Saskatchewan Co-operative Credit Society Ltd., The Federated Co-operatives Limited, The Interprovincial Co-operatives Ltd., The Canadian Co-operative Investments, Central in the hands of member organizations who have representation at the annual meeting of the Society.

At this meeting, the member organizations are entitled to have five voting delegates. Seven directors are elected from the delegates body to guide the affairs of the organization. The present officers are: Barney Johnson, Manager of the Saskatchewan Co-operative Credit Society, President; Leonard W. Mitchell, President of the Ontario Co-operative Credit Society, Vice President; and D. E. Stewart, General Manager of the Saskatchewan Co-operative Credit Society, Secretary. Other directors are: J. R. Robinson, Manager of B.C. Central Credit Union; S. V. Robson, a Director of the Credit Society of Manitoba; D. E. Harding, Treasurer of Interprovincial Co-operatives Limited; and J. M. Best, Manager of the Ontario Co-operative Credit Society Ltd.

Very considerable activity in the exchange of funds between the central financial organizations has taken place during the last two years. A pattern is now beginning to unfold and it is becoming obvious that in the future this organization will play an extremely important part in the development of all phases of co-operative effort in Canada.

THE CREDIT UNION LEAGUE OF SASKATCHEWAN

By AL CHARRONNEAU, Manager

The Credit Union League of Saskatchewan is the central protective, co-ordinative and promotional body for the credit union movement in the province.

It is the purpose of the Credit Union League to continue the courageous struggle of our Credit Union pioneers in their efforts to sweep away the economic barriers that have blocked human progress for centuries, through the adoption of Co-operative Credit, based on the merits of man, and to compel the democratic structure to give the people the right to help their own money and to control their own destiny.

The League is active in the following areas:

1. Organization of new credit unions and School Savings Clubs.
2. Assisting with development of existing credit union.
3. Acts as a laboratory for interchange of credit union co-operation ideas.
4. Develops educational material, pamphlets, etc.
5. Conducts training sessions and institutes on a district and provincial basis.
6. Provides bonding services.
7. Legal and Legislative problems.
8. Provides office and stationary supplies through a supply Department.
9. Offer on-the-spot help to Credit Union branches through office and field representatives.
10. Publishes a monthly official publication "The Credit Union Way".
11. Maintains a liaison with religious can be readily moulded into a happy and useful medium through the application of co-operative principle and technique in their mutual social and economic problems.

In addition, the Saskatchewan Wheat Pool has carried on a successful educational campaign with the result that Saskatchewan farmers are among the most enlightened farmers in the world. The unfavorable economic conditions of the 1920's caused the farmer to give increased consideration to the price of the things he needed to buy. This led to increased interest in consumer co-operative stores. These stores found it necessary to organize their own Co-operative Wholesale Societies in 1925. The story of how that wholesale developed its services is reached to present years. Wholesale volumes of over 60 million in serving some 420 local associations with over 150,000 members, but is a reflection of the growing ability of a people to work together toward the common good.

I have said that co-operatives are the only form of organization that can give service for the people to the cradle to the grave. This is literally true. The Medical Co-operatives provide medical care for young and old. The Co-operative stores, service stations, wholesale, retailer, rubber mills, yards, feed mills, etc., and so on, machinery co-operatives and other consumer co-operatives, all kinds and types of goods and services necessary to sustain life may be obtained. The marketing co-operatives are capable of marketing their primary products while the community service co-operatives, such as halls, clubs, etc., provide a means whereby the social side of life is developed.

As the financial goal is the credit unions with their saving and loan facilities. There are the Co-operative insurance companies for the protection of life and property. There are the Co-operative Superannuation organizations to provide for the future of happiness and security in old age.

Finally there are the funeral co-operatives to render a dignified and worthy burial and the Co-operative Trust Company to carry out instructions with respect to the estate. A co-operative estate to meet every need that a group of progressive, law-abiding citizens may wish to provide for themselves.

Add to the services which co-operatives provide for their members the fact that these members carry over into their social and economic relationships a high standard of ethics and morality and it can be readily understood why co-operatives are so highly regarded in Saskatchewan and why the people of Saskatchewan are renowned for their friendliness, their hospitality and their kindly regard for the feelings and the welfare of others.

The Saskatchewan co-operatives were developed to meet the needs of the people. It turns these needs into co-operative planning an important part in developing a people to meet the needs of these changing times when the spirit of co-operation is so needed to unite national and international progress. The Co-operative movement in Saskatchewan is a proof to Canada and to the world that men and women of diverse racial origin, language and

A CHARRONNEAU

other organizations and agencies of the Government which deal with their problems.

12. Renders practical guidance and assistance to credit unions co-operatives.

The Province is divided into 12 League Districts, with an elected District officer who serves on the League Board from each district. In addition, the districts are being used as educational vehicles, and training institutes, and conferences are held by the League at a district level, enabling credit union officers to participate and enlarge their practical working knowledge of credit union operations and their relationship to other organizations.

Last year marked the first anniversary of Co-op Week, an occasion for members of co-operatives in every province to tell the world about the co-operative movement. What is it and what is it doing? It is also fitting too at this time to stop and pay tribute to the on-going pioneers who started the movement in England in 1844. Those who brought the idea to Canada, and our own who began organizing co-operatives in Saskatchewan even before it was a province.

The Co-operative movement continues to be a force of progress in the social and economic life of Saskatchewan. Its start dates back to the earliest days. Today the combined membership of all co-operatives in the province exceeds 300,000. It is a fact that a farmer is a member of one or more co-ops, and a steadily growing number of urban resi-

Second Annual Co-op Week Observed in Saskatchewan

Thousands of English and French speaking Canadians in all parts of the country will join in celebrating Co-operative Week from the 21st, William Hamilton, Executive Secretary of the Co-operative Union of Saskatchewan, said.

Co-op Week is sponsored nationally by the Co-operative Union of Canada, Ottawa, and the Council of Co-operation, an organization of French-speaking co-ops. The Co-operative Unions in the various provinces promote the event and co-ordinate plans.

In Saskatchewan the observance will take the form of approximately 10 rallies in various parts of the province and other events. Many local co-ops and several central co-ops are promoting the event and co-ordinate plans.

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Co-operatives, divided as to function may be grouped under five general headings: market co-ops; consumer (retail co-ops); production co-ops; service co-ops; and finance co-ops.

FARM MARKETING The value of farm marketing co-operatives for 1954 amounted to about 33 percent of the total value of farm products marketed as estimated by the Department of Statistics. Percentage and commodities handled were as follows: Dairy products - 27; livestock - 30; poultry and eggs - 11; grain - 63; fruits and vegetables - 25; maple products - 43; tobacco - 5; and honey - 43.

COMMUNITY BUILDERS Co-ops are sometimes referred to as "community builders". This is because co-operative business gives dollars spent at home, to build for and benefit local people. Co-ops are locally owned and managed.

ECONOMIC OBJECTIVES The practice of co-operative principles towards economic objectives is a characteristic of a laborer, the French-speaking citizens of Saskatchewan can and should be proud of. It is a part of the great Principles of Co-operation.

Le Conseil de la Co-operation

"The Board of Directors of 'Le Conseil de la Co-operation (Sask.)', extend to all co-operatives of the world, best wishes on this very special week.

Founded in 1948, the C.C.C.S. has a membership of all French-speaking co-operatives within the Co-operative Union of Saskatchewan and the Credit Union League. Its main objective of the C.C.C.S. is to promote and protect co-operative



By RAYMOND J. MARCOTTE, Secretary-Treasurer

interest among the 55,000 French-speaking citizens of the province. The year 1958 has proven to be an important one as far as progress for the Council. The Directors feel that the services of a full-time secretary-treasurer position, which were established in the C.C.C.S. Building in Saskatoon, are well and rightly so, that through proper advising and collaboration the French-speaking citizens of Saskatchewan can and should be proud of.

It is a part of the great Principles of Co-operation.

OWNED BY THE PEOPLE THEY SERVE



A typical Co-op enterprise.

THIS BEEKEEPERS' CO-OPERATIVE, located at Tisdale was set up to promote and encourage beekeeping, and to obtain the most advantageous arrangements for beekeepers in the province. The co-op has a large number of members in Saskatchewan, and dividends are paid to all members. A stock of equipment and honey cans are kept at Tisdale, and in spring the manager is R. M. Fugh of Tisdale, and the secretary is B. G. Gort's photo.

CO-OPERATIVES SERVE MEMBERS in a variety of ways. They provide a large number of combines, from groceries to hardware and drugs. But co-operatives are also organized to provide services only. This seed cleaning plant at Kindersley is one such co-operative. —Bask. Gort's photo.



EGG CANDLING in the Saskatchewan Co-operative Creamery egg plant at Yorkton. There are 29 such plants scattered throughout the province.

EGG AND POULTRY DEPARTMENT—Shown here in the egg and poultry department of the Saskatchewan Co-operative Creamery plant at Regina. Here poultry is dressed and frozen.

WEEK IN CANADA

OCTOBER 25--31

Saskatchewan People do Things for Themselves

Which came first—the chicken or the egg, may be debatable, but there is no question about co-operative development having started here even before Saskatchewan was a province.

As early as 1890, the rugged Indians who had the pluck and initiative to begin farming in this unsettled territory also had the foresight to begin applying the principle of working together to overcome their greatest problems and acquire the things they needed and wanted. Records tell us that in the 1890's co-operative enterprises were in operation in the area we know as Saskatchewan, where farmers delivered dairy products. Since that time, farmers have applied the same technique to all aspects of their vocation, and urban dwellers were quick to get on the band-wagon, using the technique for other purposes.

Today we have co-operatives—businesses operated on four democratic and humane principles evolved by several Englishmen known as the Rochdale Pioneers—which teach on almost everything we use and everything we do. We have co-operatives to supply a range of goods and services from farm to combine, from markets to medical services, credit, insurance, recreation facilities and many others.

The fact that the Co-operative is operated on the four Principles of Co-operation is not all that have in common. Each is also the result of a need of people. The pioneers, people like you and me, could have waited for private business to provide the things required for the way of life desired. Instead they set about doing things for themselves. This is the essence of co-operation. That is, people facing problems set on solving them for themselves, with the entire group as benefactors. They chose a measure of control in what they were to have, how and when. In doing so, they set the stage for the development of a very extensive co-operative movement which is growing steadily.

In 1968, Saskatchewan's 1,800 co-operative associations rendered services valued at \$450 million. The result was a saving of more than \$11½ million to the 500,000 members of co-operatives in the province.

The fruits of these endeavours were provided by co-operatives which may be grouped under five general headings. They are consumer or retail co-operatives providing a wide variety of goods such as groceries, clothing and machinery; service co-operatives providing the convenience of community halls or recreation centres, dance removal or other services to members; financial co-operatives like credit unions which provide credit and deposit facilities; and co-operative insurance companies, marketing co-operatives providing facilities for farmers to sell their grain and livestock; and production co-operatives which assist those engaged in agriculture to produce grain, vegetables, livestock and poultry economically.

The satisfaction and self-improvement experienced by members are also important but less evident results of these co-operative enterprises. People working together in co-operatives is brotherhood in action. They know they can all benefit, and at the same time help their neighbors by setting out to solve problems co-operatively instead of each one by and for himself.

Co-operation in the broad sense is as old as mankind. Thousands of years ago men worked together voluntarily and quite informally to fight wild animals and provide means of the things they needed. As time went on and the requirements of people changed and became more complex, they applied their knowledge of the benefits of working jointly to new tasks. However, it was not until the 18th century that people in Europe and the British Isles co-operated in a new way. They organized formally, and attempted to set up businesses for themselves. This was co-operation to a new specialized field which has resulted in co-operative business as we know it today. If working together as individuals or in small groups was beneficial, they reasoned, why couldn't it be applied to business in larger groups.

After many unsuccessful attempts at forming co-operatives in several countries in the 18th century, a group of hard-pressed weavers at Rochdale, England, perfected four definite principles of

co-operation in 1844. Due to the Industrial Revolution and other causes, poverty and unemployment were common. The first small co-operative store, known as the Rochdale Experiment was a very modest beginning but it prospered and provided the pattern for thousands of others. Since that first really successful attempt at co-operative business, co-operatives founded on the same principles have spread to more than 80 countries of the world and today involve millions of people of all creeds and nationalities.

The Principles of Co-operation are:

1. Open and voluntary membership. Any reliable person regardless of sex, nationality, religion or politics is welcomed as a member.
2. Democratic control. Each member has only one vote. This gives each member of the co-operative an equal share in the control of the business regardless of the position or amount of money invested in it or use made of the business.
3. Limited interest on investment. People organize co-operatives to serve a need and not to make profits on an investment. Only a moderate rate of interest is paid on share capital, that is the amount of money members invest to start the co-operative or refund savings.

4. Patrimoine refunds. Any savings made on co-operative business must be returned to the members. Sometimes a percentage of the refund is retained temporarily by the co-operative to enable it to expand or to take care of operating expenses. However, the members get all the savings within a definite period of time.

Conditions have changed a great deal in the business world since the principles of co-operation were written, and so some change in operating methods of co-operatives have also been necessary. However, it is true to say that no co-operative association which has operated under the principles has been unsuccessful. It is also true that no co-operative which has circumvented the basic idea behind the principles has ever been successful for any length of time.

The co-operative technique has been used in many ways to improve the lot of people. Today in Saskatchewan it is being used in an attempt to assist the native population in northern Saskatchewan, particularly the Metis. Stores to provide commodities needed by these people and markets for their furs and other products are the two main types now in operation. The Canadian government has recently undertaken a project to help the Eskimos in far northern Canada through introducing co-ops. It is hoped to reduce costs of the things the Eskimos today require to live, distribute these commodities effectively, and provide a market for caribou and other little-known products of these people.

No one knows what the co-operative technique will be applied to next. But we do know it has proven an effective vehicle in the progress of people in many countries of the world, and will doubtless continue to see some control over their economic and social affairs.

His Brother's Keeper

Co-operation teaches that man is his brother's keeper and that he can best lighten his own burden by lightening the burden of others, that he can achieve his own happiness only by including within it the happiness of others. The justification for such teachings is the fact that wherever men have manifested a desire to help their fellow-men and to secure improvement by co-operation, improvement has been made.

The Co-operative Movement views with dismay recurring periods of depression with consequent suffering and want. It sees the inequality in the distribution of wealth. It sees the many human values forgotten in the struggle for economic advantages. It sees mankind fall to turn to the things of this world for happiness and to neglect the things of God. To level out these causes of suffering is the work of the Movement.

GREAT SALT LAKE

The largest lake in the United States, within the borders of one state, is the Great Salt Lake. It has an area of 1,900 square miles.

Co-ops make it possible for people to get things they require, by working together—they fill needs.

And:

Co-ops build better people and stronger nations through democratic action.

Work with your fellow men—join your local Co-op today.

1959 NEW HEIGHTS

EQUALITY
INITIATIVE
SELF-HELP
SECURITY

A
CO-OP
IS THE
WORLD'S
GREATEST
"DO IT YOURSELF"
PROJECT

This ad sponsored by:

Federated Co-operatives Limited
Saskatchewan Wheat Pool
Saskatchewan Co-operative Creamery
Saskatchewan Co-operative Credit Society
Co-op Hall Insurance Company
Co-op Life Insurance Company

Co-operative Development in Northern Saskatchewan

By J. T. PHALEN, Director of Extension,
Department of Co-operation

A few years ago the native prairie lands, values and living habits, of the northern Saskatchewan lived in a hunting and gathering economy much as their ancestors had lived, dependent on nature and their ability to live with the nature for their very existence. Mineral development, improvements in communications and transportation, as well as the introduction of health, culture and educational services has drastically changed this way of life. Change that has not allowed many generations to accomplish are being forced on our people in one generation. Small wonder these people are confused and confused and often lose the way in adopting our attitudes.

Co-op Guilds Join Celebration

By Mrs. Evelyn Kennedy, President

This week over one thousand members of the Saskatchewan Co-operative Women's Guilds join with other co-operative organizations in celebrating Co-operative Week. The activities will include membership drives, drama, cooking demonstrations, consumer education programs in the stores, special educational programs in the schools, on the radio and television. Youth programs and contests will help the younger folk become acquainted with the history and philosophy of the co-operative movement.

The Rochdale Pioneers recognized the need and importance of an educational program by providing for it in their by-laws. Women of the co-operative movement are endeavoring to further their knowledge and understanding of this "Way of Life" as formed guilds to study together. The Guild movement in Saskatchewan started in Regina in 1914. Later other Guilds were organized and in 1921 that a provincial organization was formed.

A great deal of planning and preparation has gone into the week's activities. The members of the Saskatchewan Co-operative Women's Guilds have been working hard to make the week a great deal of time and effort. The week is a time for the north and is to be able to adopt our way of life and to take their place in our society. The success of this program will depend largely upon the ability, sincerity, and the faith of a handful of co-operative people who will provide the systematic service who will give sympathetic guidance and understanding to the active people in the years ahead. The Canada success will depend equally upon you, the average citizen, who will assist our active people.

PRODUCTION CO-OPERATIVES

A Production Co-operative is an organization in which a group of farmers, jointly operate an enterprise for the production of agricultural products.

The first production co-operative was formed in the province in 1909. It was the C.P.R. Hudson Bay and Crowsnest Pass. These 23 producers of local farmers. These farmers formed a co-operative to provide themselves with graining services at cost. Within the last 10 years production co-operatives began to develop in significant numbers. At present 235 production co-operatives are registered in the province.

Most of the co-operatives are registered in the province. They are made up of 314 graining co-operatives, 24 food co-operatives, 25 provincial Guilds, and five co-operatives for the use of farm machinery. There are also 10 co-operative, nine watershed co-operatives, and 10 co-operatives for the use of farm machinery. The main objective of production co-operatives is to increase the efficiency of agricultural production. Co-operative farms have the additional advantage of making most amenities available to their members.

Many farmers in the province are working together in some aspect of their farming operations. Most of these arrangements are informal, but some are written agreements between the participants and are intended to provide a basis for the establishment of a business arrangement that is more permanent.

The "Co-op Movement" publication has a page for women where they can find material, patterns and hints for housekeepers. This is a regular page for women members. Some districts have asked to keep their members informed of the opportunities open to them.

Concern has been voiced at the lack of opportunity for women to participate in the co-operative movement. Special youth programs have been carried out in various areas and these are being watched with interest by the Canadian people.

The movement of the development of the Western Co-operative College at Saskatoon will provide a new challenge for furthering the objectives of providing co-operative education for the people.

It is not by accident that co-operative people are being introduced into our northern areas by providing help themselves. Co-operatives such as the United Nations have found through experience that, giving assistance to people in underdeveloped areas to organize and operate co-operatives is more effective way of providing aid. Co-operation includes not only economic assistance but also a democratic society. In addition to placing a measure of control over the economy in the hands of the people themselves, co-operatives provide educational help upon which the native people can build an understanding of our society and our culture.

Co-operative stores have developed in a number of northern areas and are being directed by the people themselves. Power co-operatives are providing electrical power where only coal and gas lights had been heard of before. Farmers' co-operatives are providing the necessary machinery for a large part of the fishing industry in the province. Credit unions are developing and housing co-operatives, lumber production co-operatives, and many others are being developed for the future.

Stimulated by the success of the northern people in running their own co-operatives, the government decided the time had come to transfer two Crown Corporations to the co-operative movement. The Saskatchewan Grain Marketing Board and the Saskatchewan Wheat Pool are being transferred to the co-operative movement. The necessary Acts were passed by the last session of the legislature. The time has come to make up of co-operative leaders, who have been appointed. These boards are charged with the responsibility of making the RCAF exhibit at the big annual trade fair in Melville, Prince Albert. The RCAF exhibit at the big annual trade fair in Melville, Prince Albert. The RCAF exhibit at the big annual trade fair in Melville, Prince Albert.

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The exhibit includes a display of large still photographs, showing aircraft flown by the RCAF during the last 35 years and an exhibit of aircraft safety equipment. Attractively French-speaking airplanes act as targets at the cinema during the two-week period of the display. He was welcomed to the display by Air Vice Marshal Larry Wray, Air Officer Commanding the RCAF NATO Air Division.

RCAF tent cinema

There's one Canadian movie house where they're packing 'em in, without benefit of popcorn or floor prices, and not even the Hollywood star on the screen. It's the RCAF exhibit at the big annual trade fair in Melville, Prince Albert. The RCAF exhibit at the big annual trade fair in Melville, Prince Albert. The RCAF exhibit at the big annual trade fair in Melville, Prince Albert.

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SOCIAL CONTENT

Co-operation is an economic system with a social content. Its members participate both for economic and social ends. The economic ideas affect the business enterprise, its methods and operations. The social ideas have a direct bearing on the association of persons practicing the society, particularly as they affect the membership and personal relations.

CO-OPS ACCEPTED WAY OF DOING BUSINESS

By A. H. WESSON, C.B.E., President, The Wheat Pool

During the acceptance of Co-op week in Saskatchewan this year, the co-operative movement has been making its mark on the scene. Each member was allocated one share in the company and each member enjoys the same voting rights as every other member.

Co-operation is an accepted way of doing business in Saskatchewan in these times. We have only to look around us to find the co-operative movement in the hands of those who would use the co-operative movement. The co-operative movement is an accepted way of doing business in Saskatchewan in these times. We have only to look around us to find the co-operative movement in the hands of those who would use the co-operative movement.

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IDEAS WANTED

Why can't Canada lead the world in wool weaving fashion? It is a question currently being bandied about by fashion writers who are enthusiastic about the possibilities of a new industry in the hands of those who would use the co-operative movement.

During the last few years of the Saskatchewan Wheat Pool, public attention was focused much more on the "pooling" system of marketing than on the creation of the co-operative movement. The co-operative movement is an accepted way of doing business in Saskatchewan in these times. We have only to look around us to find the co-operative movement in the hands of those who would use the co-operative movement.

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WOMAN'S

MADELINE LEVASON

IDEAS WANTED

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Saskatchewan Co-operative Credit Society

By G. R. MUNRO, President

The Saskatchewan Co-operative Credit Society came into being as a result of a demand for an organization where members could have the hands of Credit Unions and producer and consumer co-operatives. The Saskatchewan Co-operative Credit Society was incorporated by the Saskatchewan Co-operative Credit Society Act, Chapter 104, of the Statutes of Saskatchewan, 1951.

The Society has a short-term loan fund to assist members in need of cash within the province. The Society has a loan fund to assist members in need of cash within the province. The Society has a loan fund to assist members in need of cash within the province.

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The Story of Co-op Trust

By H. A. WAGNER, General Manager

The Co-operative Trust Company Limited was organized by co-operative and credit unions in 1962 under special legislation.

The assets of the company have been built up by the year after year and it is expected they will approach two million dollars.

The functions may be estimated as follows:

1. To meet the needs of co-operative and credit unions.

2. To make long-term mortgage loans.

OCTOBER 25 - 31

Co-operative Life Insurance Company

By H. A. WAGNER, Secretary
Co-operative Life Insurance Company was incorporated as a Saskatchewan company in March, 1945. It obtained a Dominion charter in 1945 and now operates in nine of the 10 provinces.

Control of the company is in the hands of the policyholders, each of whom has one vote in the annual meeting. Insurance advisory committees in each of the operational areas provide a link with the policyholders and the company.

Types of insurance written are personal, group, life and group pension plans. Insurance in force at September 30, 1959, totalled \$14,644,000. Insured amounts were valued at \$1,435,000.

Branch offices are located in Vancouver, Edmonton, Regina, Saskatoon, Winnipeg, Toronto, Ottawa and Halifax.

Among the Co-op Life's objectives are the following:

1. To provide insurance services to a high ethical manner and by the most efficient and economical method possible—economically.

2. To be financially responsive to the welfare of society by fostering the building of a better Canada through the development and the maintenance of a sound and stable national economy which contributes to the making-up of a healthy and progressive Canada.

3. To be a credit union.

4. To provide a safe investment medium for co-operative associations, credit unions and individual co-operators.

5. To act as a trustee capable for debenture and bond issues.

6. To receive and administer making funds.

7. To manage and administer business enterprises (Saskatchewan Association of Co-operative Enterprises Limited—a subsidiary company selling all forms of dry, mail and auto insurance).

8. The company's mortgage loans to individuals are recommended by credit unions which must make a minimum investment in the Trust Company of 10 percent of the approved loan. This has been the central feature of the company's loaning policy as it enables it to reach the borrower in a more direct route than other trust companies, which must pay commissions on loans and which usually have heavy appraisal and acquisition costs which are charged to the borrower.

As at the end of 1958, the company had 143 members of which 116 were credit unions, 12 local co-operatives and eight provincial co-operatives.

As a result of the recommendations of a Royal Commission, the Co-operative Act was placed on the Statute Books of Saskatchewan in 1953. This was the means of bringing into operation many co-operative and farm supply co-operatives. The story in Saskatchewan was paralleled by similar action in Manitoba. In both provinces in the years 1927 and 1938, action was taken by the existing co-operative co-operators to form co-operative co-operators.

The early '30s saw the mechanization of farms, making the purchase of petroleum an important item in farm costs. Petroleum co-operatives were formed, but these found their progress hampered by an unsatisfactory source of supply.

As a result of this condition, capital was raised and on May 27, 1938, the Windsor's first co-operative Refinery came on stream. Immediately thereafter, the refinery of the opening of the refinery was to be fully celebrated in 1939.

The year 1944 saw the merger of the Consumers' Co-operative Refinery Limited and the Saskatchewan Co-operative Wholesale Society Limited into a new organization called Saskatchewan Federated Co-operatives Limited. In 1945, a further merger was consummated by the amalgamation of the Manitoba Co-operative Wholesale Society Limited and Saskatchewan Federated Co-operatives Limited, the wholesaling and manufacturing organization which serves the co-operative movement in Saskatchewan and all modern retailing co-operatives in this area, and the result was the Saskatchewan Co-operative Wholesale Society Limited. In the fiscal year 1958, had a volume of \$96,000,000.

Federated Co-operatives for the fiscal year ending October 31, 1959, will have a wholesale and manufacturing volume in excess of \$60,000,000, and savings of approximately \$4,000,000 to be allocated on a patronage basis to its various member co-operators.

Federated's refinery has now grown until it is a modern 14,000 barrel thermal and catalytic cracking plant, with coking equipment and all modern refining facilities. It has embarked on a program of exploration, and has in the neighbourhood of 70 oil wells in the province of Saskatchewan. These produce approximately 20

CO-OPERATIVE CANADA

OCTOBER 25 - 31

Co-operative Fire and Casualty Company

By H. A. WAGNER, Secretary

Co-operative Fire and Casualty Company was incorporated as a Saskatchewan company in June, 1952. The required capital was provided by co-operative and credit unions. With growing support from Co-operative Union of Canada, co-operators and credit unions in the province have grown steadily. Premium returns for the first eight months of 1959 were \$2,710,000, an increase of almost 80 percent over the total for 1958.

The company, which is a mutual controlled on the basis of one share

per member, provides the following types of insurance: auto, fire, personal property, liability, theft and fidelity. Branch offices are located in Montreal, Winnipeg, Edmonton, Calgary and Vancouver. Co-operative Fire and Casualty was created to serve two main purposes:

1. To provide quality insurance protection in the fire and casualty field at cost.

2. To assist in the development of the co-operative nature of our Canadian economy.

To carry out its first purpose the Company based its active pricing policy and its competitive rates on the basis of the actual cost of the insurance. It invests its reserves in the soundest securities wherever possible. Subject to the provisions of recognized co-operative principles, adjustment is concluded on the Canadian and British Insurance Companies Act.

Superb!

If you bake at home, everyone will love this big, round, deep and delicious frosted maple coffee cake! Make it with Fleischmann's Active Dry Yeast. Dry Yeast, and you'll serve it often!

Frosted Maple Coffee Cake

1. Scald 1 cup milk
2. Add 1/2 cup lightly-packed brown sugar
3. 1/2 teaspoon salt
4. 1/2 cup butter or margarine
5. Cook to lukewarm
6. In a separate bowl mix 2 eggs, 2 cups granulated sugar
7. Sprinkle with contents of 2 envelopes Fleischmann's Active Dry Yeast
8. Let stand 10 minutes, THEN mix well
9. In a lukewarm mixture, 3 well-beaten eggs, 1 teaspoon maple syrup and 1/2 cup oil
10. 2 1/2 cups sifted all-purpose flour
11. 3 cups chopped walnuts
12. Add last and mix and stir.
13. 3 cups (about) one-third cup
14. 3 cups (about) one-third cup
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17. 3 cups (about) one-third cup
18. 3 cups (about) one-third cup
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20. 3 cups (about) one-third cup

KEEPS FRESH FOR WEEKS

Another fine product of STANBARD BRANDS LIMITED

Federated Co-operatives and Consumer Co-operative Development in Sask. and Man.

By H. L. FOWLER, President, Federated Co-ops Ltd.

On a cold and blustery day in the heart of its own city requirements. Federated has two lumber mills at Canoe and Chuan, British Columbia, producing lumber for its prime members to build their farm houses. It has a cord mill in Drumheller, Alberta, to furnish the members who still burn coal with that commodity. Federated has three major branches in Saskatchewan, Regina, and Winnipeg.

Federated's plan for the future includes a new modern feed mill in Saskatchewan costing approximately \$1,000,000; a new warehouse at Winnipeg to serve the members in the Manitoba area, costing \$1,200,000; Refinery expansion program to the extent of \$1,000,000; being planned for the current year.

Co-ops are on the march in P.C.I.-wide, with local co-operative in many areas embarking on extensive expansion programs. These involve, among other things, the opening of new and modern stores, new lumber yards, new bulk stations and new filling stations.

In the current year exceed \$1,000,000 in value.

R. Phillips appointed PR Co-ordinator

The appointment of Roger F. Phillips, 35, of Prince Albert as Co-ordinator of Public Relations Federations in planning, developing and co-ordinating a co-operative educational program. He will also be responsible for circulating field programs, co-ordinating activities with other co-operative field services, and assisting development of public relations federations in districts where they are not yet established.

Mr. Phillips was raised on a farm at Pangloss, Sask., where he received his elementary education. His company has offices in Toronto and Regina, Ontario. In 1948, Mr. Phillips was named as the University of Saskatchewan has specialized in Economics and Social Sciences.

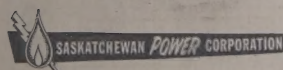
For the past nine years, Mr. Phillips has been in charge of the Prince Albert branch of the Department of Travel and Information, where he was responsible for publicity and public relations activities for the north. He has been in close contact with northern development including the recent co-operative developments.

ORGANIZED FOR SERVICE NOT FOR PROFIT

Co-operative movement has been significant in Saskatchewan since 1905. Since that time, the co-operative movement has extended its services to approximately 500,000 members in 1,200 associations throughout the province.

The Saskatchewan Power Corporation also has an outstanding record of service. Since 1929, over 53,000 farms have been served with electricity and 70 communities are now enjoying the benefits of natural gas.

CONSTANTLY WORKING FOR SASKATCHEWAN



GLAMOUR IN YOUR BATHROOM? WHY NOT! It's easier than you think with GENUINE ARBORITE

If they're surfaced with Arborite—real Arborite—you vanity pot, bathroom and shower walls will last a house-time. Arborite gives you glamour that can be kept gleaming clean with just an occasional wash of a damp cloth. And you can always look to Arborite for the newest in decorator tones and patterns.

FOR FURTHER INFORMATION, SEE YOUR ARBORITE DEALER, OR WRITE THE ARBORITE COMPANY LIMITED, Montreal, Toronto, Winnipeg

Ask about Arborite Twin-Trim colour-matching, Edge Trim and Adhesives

SEE YOUR LOCAL LUMBER DEALER OR BUILDING SUPPLIER FOR YOUR ARBORITE NEEDS.

Leithbridge Building Supplies Co., Leithbridge, Alta.

Benedict Lumber Sales, Lucky Lake, Sask.

Shawwood Co-op Lumber, Regina, Sask.

Beaver Lumber, Monarch Lumber

Security Lumber Co-op, Ass'n.

Reliance Lumber, North American Lumber



HANNA CATTLE SALES

HANNA, Alta.

Sat., Oct. 3	Sat., Nov. 7
" " 10	" " 14
" " 17	" " 21
" " 24	" " 28
" " 31	" Dec. 5

We sold 9,000 Cattle in 1958, and expect to sell that many, or more this year.

We Load all Cattle on the RAILROAD FREE OF CHARGE

If necessary during the month of November we will sell on THURSDAYS.

All Cattle are sold with an over-night shrinkage

All Sales start at 11 o'clock a.m.

Auctioneers:

HARRY VOLD, De Winton.

WARREN COOPER, Nanton.

Fitzsimmons & Powell
Phone 63 PROMOTERS Phone 276

W. H. BEADY, D.C. Ph. C.
CHIEF OPERATOR
Graduate of P.S.C. and Brenner C.C.
Neurodiagnostic and X-Ray
Office Hours—
10-12, 2-4 Monday, Thursday,
Fridays, Evenings: 7 to 8:30
Phone 628 — DRUMHELLER, ALTA.

Cards of Thanks

I wish to express my sincere thanks, for all the gifts and cards received, while a patient in Hanna Hospital.
Mrs. Millie McLeod
Thank you.

I wish to thank all my friends who sent me cards and letters; also the Legion, while a patient in the Colonel Reicher Hospital, Calgary.
Bob Stinson

Church Services

THE UNITED CHURCH OF CANADA

Mrs. Lynn Turner, Pastor.
Delia and Craigmyle
Delia Sunday School... 10:45 a.m.
Craigmyle of Worship... 12:00 a.m.
Craigmyle (combined) service... 12:00 a.m.
And on Alternate Sundays
Hand Hills... 2:00 p.m.
Nicholls... 2:00 p.m.
Come and Worship

Delia Inter-Denominational Church

Mrs. Grant Williams, Pastor.
Sunday School... 10:30 a.m.
Church Service... 11:30 a.m.
Christian Fellowship Service every Friday night, at 8 p.m.
We invite you to come.

CHURCH OF THE NAZARENE

Rev. C. R. Rawson, Pastor.
Youngsters...
Sunday School... 10:00 a.m.
Morning Worship... 11:00 a.m.
Craigmyle...
Sunday School... 3:00 p.m.
Worship Service... 4:00 p.m.
A Heartly Welcome to All

Local Grain Prices

Grade	Price
1 c.w.	52½
2 c.w.	52½
Ex. 3 c.w.	49½
3 c.w.	49½
Ex. 1 feed	47½

Barley—

No. 3 c.w. 6 row	51
No. 2 c.w. 6 row	51
No. 3 c.w. 6 row	51
No. 4 c.w. 6 row	51
No. 1 c.w. 2 row	51
No. 2 c.w. 2 row	51
No. 3 c.w. 2 row	51
1 feed	50

Oats—

1 c.w.	50
2 c.w.	50
3 c.w.	48
Ex. 1 feed	48
2 c.w.	48
3 c.w.	48
Ex. 1 feed	48

Dominion Wheat Board Prices

No. 1 Northern	131½
No. 2 Northern	131½
No. 3 Northern	131½
No. 4 Northern	131½
No. 5 Wheat	86½
No. 6 Wheat	86½
Feed Wheat	77½

most also purge out of our propaganda, speeches and writings the phrases which have kept this dying myth alive: the militant working class; working class solidarity; and all the rest. Society has changed, and the motor workers in the housing estates just don't feel that way any more than the salary earners in the suburbs.

Local & District

Jack Sinclair, of Hanna, was a visitor in Delia Wednesday, and attended the Remembrance Day service; also the funeral of Mrs. McCully.

We received word Tuesday morning that Mrs. A. C. McCully died in Hanna Hospital the previous evening from a heart attack. Funeral services were held on Wednesday at 2 p.m. at 2 p.m. with interment in Delia Cemetery. The obituary will be published next week.

Mr. and Mrs. Doug Morrison, Shirley and Gordon, were visitors in Delia over the Remembrance Day holiday.

Following the mild weather over the week end, with light rain during the day Monday, turning to snow flurries later in the evening—Arctic was then now prevails at this writing (Wednesday), with light snow around noon. The temperature is 15 above.

Try a Classified advertisement in "The Delia Times"



World Trade in Wheat

Of special interest are two sets of figures to hand recently, the one having to do with the pattern of world trade and the other with the trend toward increased wheat production in Western Europe which will be the subject of a later article.

It is noted that world wheat and flour trade in 1958-59 reached approximately 1,350 million bushels, 69 million above that of last year but still 71 million below the record of 1,420 million bushels set in 1956-57. It is the pattern of trade, however, which is especially interesting, the dom-

inant feature of last year's trade being a marked decline in French exports which dropped from as much as 83 million in 1957-58 to only about 39 million last season, and a substantial increase in exports to non-Communist areas by Soviet Russia. Soviet wheat exports, in fact, which have increased from 16 million to over 60 million during the past two seasons, are reported to have been the largest since World War I and much of this wheat is said to have fitted the gap left by the short supply of French wheat. These sales, some observers suggest, may have out sharply into markets which otherwise might have been supplied by the U.S. or Canada.

Certainly, while the total world movement in wheat and flour increased last season and while the other three major exporters, Australia, Argentina, and the U.S.A. improved their clearances over those of the previous year, Canada seems to have lost out somewhere along the line, its exports of wheat and whole flour falling, from the previous season,

U.S. Wheat Barter Curtailed

The United States department of agriculture has announced that until further notice exports of wheat and wheat flour under its barter program will not be authorized to Belgium, West Germany, Luxembourg, the Netherlands, Switzerland and the United Kingdom. Canadians will welcome this move since all of these countries are buyers of substantial quantities of Canadian wheat.

Don't plan your work unless you plan to work your plan.



From
**OPERATION
"HIGH-GEAR"**
the most
advanced
trucks
ever offered
to the
buying public!

The Delia Times

PUBLISHED WEEKLY

JOS. MERTON

Editor and Proprietor

Subscription rates \$2.00 per annum payable in advance.

Classified Advertising, such as Lost, Stolen or Strayed, Articles Wanted or For Sale, Etc., 50¢ first insertion, first five lines or less; extra lines 10¢ per line. Subsequent insertions, 25¢; extra lines 5¢ per line. If charged 25¢ extra will be added.

Municipal Legal and Reader Advertisements 15¢ per line first insertion, 10¢ per line each subsequent insertion.

Display Advertising and Local advertising rates on application.

Changes of advertising must reach this office not later than noon each Tuesday to insure insertion in the following issue.

THURSDAY, NOVEMBER 12, 1959

POLITICAL PARTIES

Fact that socialism is distasteful to most people is something that repeated electoral defeats have failed to bring home fully to Canada's CCF party. CCF'ers lack the realism of leading figures of the Progressive Conservative Party, who have not hesitated to place the blame for their defeat in recent U.K. general election on public distaste for a radical doctrine. A leading British Laborite, Douglas Jay, writing in *Forward*, says, "The word nationalization has become damaging to the Labor Party. This is a fact and it is no use denying it—even if you deplore it. We should say we accept the decision of the electorate and would in future propose no further nationalization. It would not damage the Labor movement if we agreed to leave steel outside the bounds of public ownership."

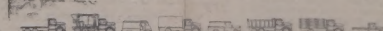
For the first time... torsion springs on truck independent front suspensions. For the first time... sturdy, stable coil springs on truck rear suspensions. For the first time... variable-rate leaf springs on heavy duty models.

They're all revolutionary firsts for 1960 on the trucks from Operation "High Gear"... GMC. And to back up the increased capacities, the extra versatility of GMC's new suspensions... more rugged strength than ever before has been engineered into GMC frames. The result? The most progressive, most willing, most able trucks on the road. And your GMC dealer has 'em now.

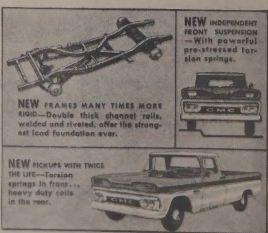
Get the facts... get the trucks... and get the job done better, faster, more economically.

ON DISPLAY AT YOUR GMC DEALER NOW!

From ½-ton to 60-ton... GMC leads the way!



GMC TRUCKS
A GENERAL MOTORS VALUE



NEW INDEPENDENT FRONT SUSPENSION
—With powerful torsion springs.

NEW FRAMES MANY TIMES MORE TORSION
—Double thick channel rails, welded and riveted, offer the strongest foundation ever.

NEW COILS WITH TWICE THE LIFE—Torsion springs in front—heavy duty coils in the rear.

GMC-1608

LARKIN & ISAAC, Phone 324, DELIA.